

Message Text

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PAGE 01 VIENNA 00366 161850Z

70

ACTION EUR-12

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USIAC FOR IWE

E.O. 11652: N/A

SUBJECT: USIS SUPPORT REQUIREMENTS FOR FY '76
COUNTRY COMMERCIAL PROGRAM

REF: (A) USIA 26445 CIRCULAR

(B) VIENNA 0280

WE HAVE REVIEWED IN DETAIL FY 76 CCP WITH ECONOMIC/
COMMERCIAL COUNSELOR AND HAVE AGREED ON MEDIA SUPPORT
REQUIREMENTS. ALL COMMERCIAL CAMPAIGNS WILL, OF COURSE,
HAVE NORMAL POST PUBLICITY SUPPORT. SPECIAL REQUIREMENTS
FOR EACH CAMPAIGN AS LISTED IN VIENNA 0280, AS FOLLOWS:

CAMPAIGN ACTIVITIES:

I. EXPORT PROMOTION: METAL WORKING AND METAL FINISHING
EQUIPMENT -- SPEAKER FOR JUNE SEMINAR, FOUR INDUSTRIAL
FILMS; AND POSSIBLE VTR WITH A RANKING US INDUSTRY EXECU-
VITE.

II. EXPORT PROMOTION: POLLUTION CONTROL EQUIPMENT --
LECTURE BY US AUTHORITY ON LEGAL AND ECONOMIC ASPECTS
OF POLLUTION CONTROL; VIDEOTAPE FOR TECHNICAL SEMINAR ON
GARBAGE COLLECTION AND RECYCLING.

III. EXPORT PROMOTION: CONSUMER GOODS -- FILM
SERIES DEMONSTRATING AMERICAN OUTDOOR LIVING AND
SPARE TIME ACTIVITIES; COOPERATION IN PRODUCTION OF
SPECIAL BROCHURE "WHERE AND HOW TO BUY U.S.
CONSUMER GOODS."

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V. EXPORT PROMOTION: ELECTRONIC COMPONENTS --

TAILORED PLACEMENT OF SPECIAL IPS-SUPPLIED MATERIAL
IN APPROPRIATE BUSINESS AND TECHNICAL JOURNALS; VIDEO-
TAPE PRODUCTIONS FOR USE IN TECHNICAL SALES SEMINAR.

NON-CAMPAIGN PRIORITY ACTIVITIES:

F. PRODUCTION OF COMMERCIAL NEWSLETTER, INCREASE TO BI-
MONTHLY.

G. TOURISM PROMOTION: TOURIST-ORIENTED PAMPHLETS FOR USE
IN COOPERATION WITH U.S. FLAG CARRIERS. ARNOLD

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